

## **2009 GAA Site Selection Summaries**

### **Greater Lafayette**

**Submitted by:** Lafayette; West Lafayette; Tippecanoe County; and Purdue University

**Proposed site:** Purdue Memorial Union, 101 N. Grant St., West Lafayette

**Concept:** Under the theme, “Showcasing Indiana’s Greatest Arts Awards,” the concept is to create a uniquely festive, prestigious event to honor award recipients and reflect our community’s rich artistic resources, from an accredited art museum to a vibrant historical association and dozens of performing and literary arts groups. Partnering with you and drawing on the creative talents of more than 100 local arts organizations, numerous internationally recognized resident artists, accomplished student artists, and Tippecanoe Arts Federation, we’ll execute an unparalleled gala.

**Venue:** Purdue Memorial Union at Purdue University is home to Ringel Gallery, one of several on campus and in the community. The grand ballrooms have the perfect setting for this prestigious occasion. The Union’s expansive and well-appointed ballroom suite easily accommodates hundreds and will serve as a single location for the pre-event reception, dinner of the finest cuisine and the awards ceremony. The Union is fully accessible. We would transform the setting into an arts showcase, providing talented reception entertainment, rich décor, one of a kind art for table decorations and other artistic touches. The location is easy to get to from throughout the state. Numerous parking garages provide close sheltered parking in case of inclement weather.

**Location incentives:** With more than 28 hotels offering over 1,500 guest rooms, Lafayette – West Lafayette has a place for you at attractive rates. Our event would be located on the Purdue University campus in the landmark Purdue Memorial Union that houses the Purdue Union Club Hotel that is within steps of the grand ballrooms. The Union Club’s 192 room hotel would allow staff an economical, close place to spend the night, including 8 luxury suites and 58 deluxe accommodations.

**Sponsorship potential:** Our community has a long history of giving and volunteerism. We will work closely with the IAC to target past donors and ask them to consider higher levels of support and we will target potential new donors to expand the support base for the event and for the arts itself. We have a very giving community with a number of corporations, industries, entrepreneurs and a strong Tippecanoe Arts Federation that are regional partners. We can provide a list of many potential sponsors, donors and supporters.

**Organization management and volunteer structure:** We will tap into IAC grant recipient’s organizations, the Purdue University arts community, the high school arts community and the teachers as well as individual artists to showcase the 2009 Indiana Governor’s Arts Awards as a memorial event for the whole state. Volunteers are in abundance in Lafayette-West Lafayette. We anticipate the local and state steering committee for this event will spearhead efforts to obtain the necessary volunteers. We will recruit from the public at-large, arts and culture organizations, members of the Tippecanoe Arts Federation, business and industry as well as IAC grant recipients organizations, Purdue University, youth through local schools and their teachers, individual artists, the Boiler Volunteers Network and our Volunteer Bureau to name a few.

**Community benefit:** The Lafayette-West Lafayette Development Corporation recently defined Greater Lafayette as a "Place of Choice." Among the many attributes the community has to offer are the diverse arts and cultural assets that play a role in economic development and enhancing the quality of life. Statewide promotion of hosting the Governor's Arts Awards event would place Greater Lafayette in a unique position to focus attention on the many cultural amenities as well as other attributes positioning the community and enhancing opportunity for potential growth.

**Ticket marketing and sales plan:** The Tippecanoe Arts Federation will sell tickets through their online program and in person through their offices in Lafayette. Marketing of the event will include traditional and non-traditional media. Press releases and press conferences will be held leading up to the event that will target regional and statewide media including newspaper, TV, radio and others. Other traditional sources will include posters, websites and publications, particularly those through the member organizations of the Tippecanoe Arts Federation and with assistance from the Lafayette-West Lafayette Convention and Visitors Bureau. Non-traditional media such as Facebook, My Space, and YouTube) could be used. This, coupled with word of mouth, corporate and government postings and traditional media, will reach unprecedented number of Indiana residents.

**Catering service:** The Purdue Union does hundreds of large elegant dinners and receptions in their grand ballrooms each year, from weddings, to international conference dinners, to the President's Council events. The catering needs can easily be met at this location.

**Other large event experience:** Lafayette Symphony Ball has attendance of 400 for cocktail party, dinner dance and auction. The Chamber Annual Diner with reception, dinner awards and entertainment has attendance of about 550. The National Football Foundation Honors Dinner has a silent auction and reception, dinner and program that drew 467 people this year.

**Attracting key elected officials:** Many elected officials are active in our arts community through volunteer efforts, board and committee participation and advocacy. Though we will make a great effort to make sure they attend, we do not anticipate their lack of attendance will be an issue or concern. As we proceed with planning for the event we can develop incentives and activities for elected officials from special event seating to being active roles in festivities and awards.

**Budget:** See attached budget statement

## **2009 GAA Site Selection Summaries**

### **Muncie**

**Submitted by:** Mayor Sharon McShurley; and Cornerstone Center for the Arts

**Proposed site:** Cornerstone Center for the Arts, 520 E. Main St., Muncie, IN

**Concept:** The city of Muncie proposes four options for the event. All options include: a private reception for recipients, honored guests, elected officials, board members and other dignitaries; a simultaneous public reception; an awards program; and a formal dinner. Plan options could include: afternoon tours of Muncie's cultural landmarks, museums, and galleries; and an "After Glow" reception following the awards program and dinner.

**Venue:** The four rooms that would be utilized for the 2009 Governor's Arts Awards are the Great Room, the Theatre Room, The Colonnade Banquet Room, and the Edmund Burke Ball Auditorium. The Great Room can accommodate up to 250 for dinner and 300+ for a reception and is proposed for the public reception. The Theatre Room accommodates up to 187 people and is proposed for the private reception and After Glow event. The Colonnade Room will accommodate up to 450 people and would be utilized for the formal dinner. The Edmund Burke Ball Auditorium accommodates up to 1,100 people and would be used for the awards presentation and performance program. The auditorium is equipped with a 35'x25' stage, modern theater lighting, a 24 channel sound system, four dressing rooms, two wireless microphones, 5 wired microphones, and a 16'x20' projection screen that lowers onstage. There is ample free onsite parking and additional parking areas within a two-block radius. Cornerstone is fully accessible on all levels via elevator, ramps, and wheelchair lift.

**Location incentives:** Muncie has 11 hotels, six of which would be recommended as official hotels for the 2009 Governor's Arts Awards. None of the hotels are within walking distance; however they are within a few miles of Cornerstone. MITS Trolleys and hotel shuttles would be made available to and from Cornerstone on the day of the event. Cornerstone and City of Muncie will work closely with the Muncie Visitor's bureau to provide visitor packets for attendees. Information about walking tours, art galleries, shopping, restaurants, Ball State University, and small gifts and donated items would be prepared for each attendee staying overnight.

**Sponsorship potential:** The City of Muncie and Cornerstone would follow the model of the 2007 Governor's Arts Awards promoting sponsorship levels. We will work together to solicit sponsorships and donations from the Lilly Foundation, Ball Brothers Foundation, the Ziegler Foundation, Downtown Development, Ball State University, Ivy Tech Community College, local banks, local media outlets, and private donors. A sub-committee would help organize these efforts.

**Organization management and volunteer structure:** Organizational management would first and foremost be established by the 2009 Governor's Arts Awards Committee and Indiana Arts Commission. The local management team would consist of: Mayor Sharon McShurley (or designee); Cornerstone President and CEO Terry Whitt-Bailley; Cornerstone Director of Rentals and Events Brett Ellison; Muncie Board of Works Representative Sara Shade; Police Chief Debra Davis; Ball State Dean of College of Fine Arts Robert Kvam; 3 – 5 additional members designated by the City of Muncie and Cornerstone; designees from the 2009 Governor's

Arts Awards Planning Committee. Subcommittee would be formed to handle all aspects of the event. An intern/graduate student would also be hired at Cornerstone to assist with all aspects of planning and implementation. Because of the many classes, activities, and events throughout the year, Cornerstone had 257 documented volunteers in 2007 from a variety of local and regional organizations. In 2007, Cornerstone was named Organization of the Year by Ball State University for its exceptional volunteer program.

**Community benefit:** Muncie, Indiana has a rich cultural tradition, and as hub of East Central Indiana, Muncie provides leadership in Region 5. Muncie Mayor Sharon McShurley and Cornerstone CEO Terry Whitt-Bailey have expressed interest to the IAC, Region and the State of Indiana to designate Downtown Muncie as a Cultural District as goals and objectives are formulated for implementation. Hosting the 2009 Governor's Arts Awards would solidify and give credibility to Muncie's ability to partner with other local arts organizations for a common goal.

**Ticket marketing and sales plan:** Cornerstone has a box office managed by its director of rentals and events. Tickets may be purchased at the box office or they can be securely purchased online. Cornerstone's accountant would manage the ticket purchases and transactions and would work closely with IAC staff before, during and after the event to reconcile all accounts.

**Catering service:** Cornerstone is accustomed to handling formal dinners. Cornerstone has an approved list of 15 caterers to accommodate the financial, dietary, beverage and service needs of its clientele. The 2009 Governor's Arts Awards Committee will be given the flexibility of selecting a caterer on Cornerstone's approved list or another caterer that accommodates the needs for the event.

**Other large event experience:** The Annual Candy Cane Lane attracts 700+; Cornerstone Carnival attracts 700+; the Muncie Community Halloween Party attracts 400+. The Taste of Muncie brings in more than 600 people. Middletown Idol, a three-level talent competition, has consistently been a sellout for the auditorium (1,000+).

**Attracting key elected officials:** Cornerstone's board members include local leaders in higher education, law, medicine, banking, business, arts and architecture. Their help would be solicited in getting other local leaders to attend. In addition, key elected officials including Gov. Mitch Daniels, Congressman Mike Pence, Senator Sue Errington, Representative Dennis Tyler, and former Representatives Allie Craycraft and Hurley Goodall have all attended events at Cornerstone within the last year. Formal and personal invitations will be prepared and delivered to them from the Mayor's Office, along with invitations to other key officials within the State of Indiana.

**Budget:** See attached budget statement

## **2009 GAA Site Selection Summaries**

### **Rising Sun**

**Submitted by:** City of Rising Sun / Ohio Country Convention, Tourism and Visitor's Commission

**Proposed site:** Grand Victoria Casino and Resort by Hyatt, 600 Grand Victoria Dr., Rising Sun, IN

**Concept:** Bringing art to rural communities and utilizing it as an economic catalyst for development is a strategy defined by the Lieutenant Governor's Rise 20/20 strategy. In 2003, the Governor of Indiana awarded Rising Sun the 2003 Governor's Arts Award, the Indiana Main Street awarded Historic Downtown the "Innovation" Award for its "Arts as Education" concept and the Southern Indiana Community Legacy Award. Rising Sun has continued to refine and develop these concepts and hosting this event will serve to strengthen the idea of "Arts as Economics." The exposure from the event will allow Rising Sun to grow or benefit from this event by attracting new artists and ideas and other rural communities to realize the arts are not just a vehicle for the large cities and a privileged class but can be part of a rural development strategy.

**Venue:** Rising Sun has available and accessible venues such as the Grand Victoria Casino which is a fully accessible resort facility with a large ballroom, food service, lodging, and performance stage. Heritage Hall is an accessible performance venue for small concerts and receptions, and The Pendleton Arts Center integrates gallery and studio space in downtown Rising Sun. Rising Sun will provide two trolleys from the Grand Victoria and Resort to Main Street. Grand Victoria and Resort offers 200 rooms. Additional lodging is available including one of the oldest hotels in the state, a bed and breakfast built around a prize-winning garden, an inn made up of historic "row houses" and a version of Rising Sun's "Tara."

**Local incentives:** Rising Sun will be providing gift bags and other niceties to attendees. Special receptions will be held to honor award winners and to provide display space for art and performances. The IAC will be provided free lodging and meals by the City and its sponsors. The IAC will also be given administrative support as well as media assistance. The City intends to underwrite the program with local funds and a grant from the Rising Sun Regional Foundation. Area business will be invited to participate as sponsors. Rising Sun is accessible to several print and broadcast media from several major metropolitan areas including Indianapolis, Cincinnati, and Louisville. We intend to employ a professional media team to provide an integrated media plan to assist the IAC in the promotion of this event as needed.

**Sponsorship potential:** We are fortunate to have a Regional and Community Foundation dedicated to promoting the arts as an education and economic tool. We are anticipating sponsorship from both of these entities. The City of Rising Sun will also be asked for a grant in the amount of \$10,000. Ohio County Tourism will provide a professional PR person, direct mail and advertising support. We will ask for corporate sponsorships from local area and regional businesses. We will also ask for support from individuals although in a small rural community the donations might not be large but our goal will be to show community buy-in and pride.

**Organizational management and volunteer structure:** Rising Sun will use a multi-organization approach to hosting this event including the City of Rising Sun, Indiana's Historic Downtown Program (Mainstreet), The Rising

Sun Arts Council, Inc., The Rising Sun/Ohio County Tourism Commission and Rising Sun/Ohio County Chamber of Commerce.

**Community benefit:** The Indiana Governor's Arts Awards brings great prestige to any community. Rising Sun has been an example to many communities in Indiana and others in the Midwest on how to form an arts community. It was a recipient of the award in 2003. Now the community is working to provide a lasting foundation for the arts through education, community and youth involvement, and entrepreneurship. Having the awards ceremony in a small Indiana community would make a statement to everyone that Rising Sun is that community where the arts work as an economic driver, educational tool and quality of life enhancer.

**Ticket marketing and sales plan:** We would market the event to the region through Ohio County Tourism and take care of ticket sales and income management through Rising Sun First, a not-for-profit arm of the City of Rising Sun. This entity has handled ticket sales for large events such as the Montgomery Gentry concert, etc. We would help IAC determine table sales to corporations in Southeastern Indiana such as AEP, Aurora Casket, Hillenbrand Industries, Pernod Ricard, etc. We would use local mailing lists and email lists developed from our Arts As Economics Projects for Direct Mail Promotions.

**Catering service:** The food would be provided by the Grand Victoria Casino and Resort by Hyatt. This facility is a full service hotel, meeting and banquet facility owned by Hyatt.

**Other large event experience:** River Days Music Festival (75,000 visitors); Annual Navy Bean Festival; Grand Victoria regional concert and entertainment; the Blue Jeans Festival; and Taste of Southeastern Indiana.

**Attracting key elected officials:** We would use special invitations through the appropriate sources or individuals to make sure all local officials understood the importance of this event as a development tool for our community as well as neighboring communities.

**Budget:** See attached budget statement